

**APPLICATION BY SAFEWAY TO MODIFY SIGN AREA REGULATIONS TO
PERMIT AN INCREASE IN SIGN AREA**

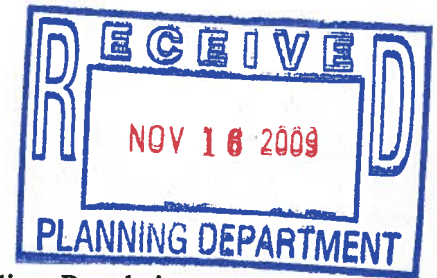
22350 STERLING BLVD, STERLING, VA 20164

STATEMENT OF JUSTIFICATION

ZMOD-2008-013

AMENDED

Revised November 13, 2009



Introduction

Safeway Inc. ("Applicant") submits this application to modify the Sign Regulations subject to Section 5-1204 (D) (3) Matrix of the Revised 1993 Loudoun County Zoning Ordinance to permit an increase in the sign area for its building facade. The Applicant requests a larger sign area than is permitted on the facade of the existing building for its signs and signs for Sun Trust Bank, Starbucks Coffee and Signature Café. Applicant requests that the freestanding entrance sign be relocated and additional signage be permitted therein.

Site Location

The Safeway is located at 22350 Sterling Blvd. in the Sterling Plaza in the southeast corner of East Maple Ave. and Sterling Blvd. The area is developed with a 154,000 sq. ft. neighborhood shopping center (Sterling Plaza Shopping Center) with community serving retail uses and is zoned PD-CC (CC).

The Sterling Community and Sterling Plaza

The Safeway Store is located in the Sterling community of the Suburban Policy Area and is governed by the policies of the Revised General Plan and the retail policies of the Countywide Retail Plan Amendment. The Sterling Plaza is characterized by community retail uses where the appearance and application of urban design guidelines for building designs and signage is paramount. It stresses good sign location and design as well as architectural details that enhance the building's character to form a distinctive visual appearance.

Safeway Store in Sterling Plaza

Safeway is in a one story building with an area of 55,255 sq. ft. A construction permit (BP 06897) was approved in October 2000 and an Occupancy Permit (OP 11789) was issued to Safeway on October 11, 2000.

Safeway Stores as a Supermarket

Safeway is a well known supermarket in the area and has an easily identifiable store facade prototype. Like most other large chains, when Safeway moved from small neighborhood stores to larger supermarkets, it established a distinct predetermined design

with a new prototype facade with large graphics of food items and distinctive signage to inform the public what was available within such as "Starbucks Coffee" "Sun Trust Bank" and "Pharmacy". All wall signs are related in color and appearance. Safeway currently uses a nationwide recognized coordination of its signage in terms of design and materials and logos such as "Safeway", "Starbucks Coffee" and "SunTrust Bank." These nationally recognized logos are uniform and easily recognized to provide for quick and convenient identification to people in motor vehicles and to alert the public of products that are available within the Safeway.

Therefore Safeway submits this zoning modification application to modify the existing sign regulations to permit an increase in sign area and number to permit nationally recognized signs and logos, to ensure uniformity and consistency in trademarked names and communicate to the public in an efficient and quickly recognized fashion the products available within by using nationally recognized logos of the merchants.

The owner of the Shopping Center, McCaffrey Interests ("McCaffrey") requests permission to relocate the existing freestanding monument entrance sign from the southern entrance to the northern entrance and increase the amount of signage allowed there on. The relocation will provide better visibility do to the angle of Sterling Blvd. The present location is not in the line of sight to motorists thus giving them little time to read the sign and react.

Existing Zoning Regulations

Under the Planned Development Community Center (PD-CC (CC)) zoning, the site is subject to Section 5-1204 (D) (3) Matrix of the Revised 1993 Loudoun County Zoning Ordinance with the following regulations being germane:

- a) The maximum area of any one sign is 60 sq. ft.
- b) Each facade can have no more than 3 signs.
- c) Total signage allowable is based upon two (2) sq. ft. for every linear foot of building frontage not to exceed 60 sq. ft.

Existing Signs at the Safeway Stores in Sterling Plaza (See attached Photographs)

This Safeway store has the following existing signs on its facade:

- 1) Safeway – 104 sq. ft. (to be removed)
- 2) Food and Drug – 63 sq. ft. (to be removed)
- 3) Sun Trust Bank (temporary on the front window) – 12 sq. ft.(to be removed)

- 4) Starbucks Coffee (temporary on the front window) – 4 sq. ft. (to be removed)

- 5) Freestanding Entrance Sign – 75 sq. ft.

Total Area of Existing Signs – 242 sq. ft. (temporary signs not counted)

Proposed Signs at the Safeway Store in Sterling Plaza

- 1) Safeway – 36.18 sq. ft. and "S" logo – 6.72 sq. ft.
- 2) Safeway and "S" logo – 126.5 sq. ft.
- 3) Starbucks Coffee – 22.55 sq. ft.
- 4) Sun Trusts Bank – 12 sq. ft.
- 5) Pharmacy and logo – 26.58 sq. ft.
- 6) Signature Café – 16 sq. ft.
- 7) Freestanding Entrance Sign – 49.7 sq. ft.

Total Signage at Safeway Store – 246.53 sq. ft.

Implications on Regulations

The existing and proposed signs are over the maximum allowable signage area for the store facade. The Applicant therefore requests an increase in signage area to permit the signs on the facade for the departments and tenants in Safeway for the following reasons:

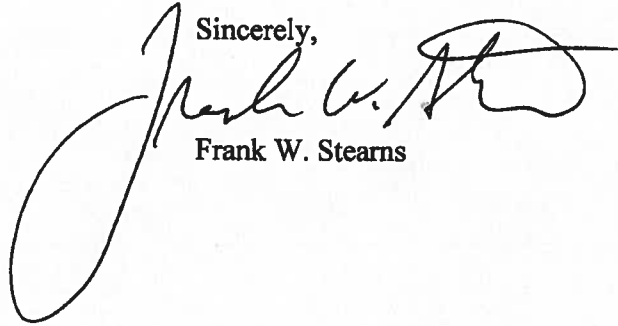
- The proposed location, number, size, height, shape and color of signs on the Safeway facade compliments the visual appearance of the store and has no adverse visual impact on the shopping center, the adjacent communities or shoppers in the area.
- It promotes the regional character of the Safeway store, its products and departments.
- The signs are not intrusive upon the commercial atmosphere of the shopping center and the local business environment.
- The proposed signs promote good visual quality; add visual assistance and enhancements to better inform the public in a tasteful manner as to what is available at the site in a quickly recognized format particularly for operators of motor vehicles.

The relocation of the Freestanding Entrance Sign will place it in a more easily viewed and location. The additional signage is needed to inform the public of the merchants

within the 154,000 sq. ft. center. The Sterling Center is allowed three (3) freestanding entrance signs and up to 60 sq. ft. This one sign will be – 49.7 square feet.

The above information supports the request for an increase in sign area for the Sterling Plaza Safeway. Should you need further information, please contact me at 703-760-1956.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read 'Frank W. Stearns', with a large loop on the left side and a horizontal line extending to the right.

Frank W. Stearns